PRELIMINARY WEEKLY VOLUME AND SHARE
W/E 9/11/98

THIS WEEK'S RESULTS

	INDUSTRY	PHILIP MORRIS	RJ REYNOLDS	B & W	LORILLARD	LIGGETT
VOLUME						
Current Week	8,094	3,894	2,044	1,207	752	95
Diff. vs. 1997	-1,674	-846	-305	-393	-113	-27
% Change vs. '97	-17.1%	-17.8%	-13.0%	-24.6%	-13.1%	-21.8%
SHARE						
Current Week		48.1%	25.3%	14.9%	9.3%	1.2%
Diff. vs. 1997		-0.4%	1.2%	-1.5%	0.4%	-0.1%
FORECAST 2RF	8,252	4,389	1,847	1,160	695	75
Diff. vs. Forecast	-158	-495	197	47	58	20
CURR. PROJECTION	8,385	4,293				
Diff. vs. Projection	-291	-399				
PREMIUM						
Volume	5,954	3,403	1,299	563	652	23
Share of Category	73.6% *	57.2%	21.8%	9.5%	11.0%	0.4%
Contribution		87.4%	63.5%	46.7%	86.7%	24.5%
DISCOUNT						
Volume	2,140	491	745	643	100	72
Share of Category	26.4% *	23.0%	34.8%	30.1%	4.7%	3.4%
Contribution		12.6%	36.5%	53.3%	13.3%	75.5%

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QUARTER TO DATE

	INDUSTRY	PHILIP MORRIS	RJ REYNOLDS	B & W	LORILLARD	LIGGETT
VOLUME						
QTD	97,812	49,216	22,990	14,215	9,086	1,081
1997 Actual	106,250	52,137	25,587	16,918	9,214	1,254
Diff. vs. 1997	-8,438	-2,921	-2,598	-2,703	-128	-173
% Change vs. '97	-7.9%	-5.6%	-10.2%	-16.0%	-1.4%	-13.8%
SHARE						
QTD		50.3%	23.5%	14.5%	9.3%	1.1%
Diff. vs. 1997		1.2%	-0.6%	-1.4%	0.6%	-0.1%
FORECAST 2RF	94,315	47,417	22,432	14,084	8,437	910
Diff. vs. Forecast	3,497	1,798	558	130	649	171
PREMIUM						
Volume	72,031	42,594	14,599	6,395	7,987	300
Share of Category	73.6% *	59.1%	20.3%	8.9%	11.1%	0.4%
Diff. vs. 1997	0.6%	1.2%	-0.9%	-0.5%	0.3%	0.0%
Contribution		86.5%	63.5%	45.0%	87.9%	27.7%
DISCOUNT						
Volume	25,781	6,622	8,391	7,819	1,099	781
Share of Category	26.4% *	25.7%	32.5%	30.3%	4.3%	3.0%
Diff. vs. 1997	-0.6%	0.7%	0.7%	-3.3%	1.3%	-0.2%
Contribution		13.5%	36.5%	55.0%	12.1%	72.3%

*Share of Industry

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Source: https://www.industrydocuments.ucsf.edu/docs/jxkn0004

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4WM AVERAGE

	INDUSTRY	PHILIP MORRIS	RJ REYNOLDS	B & W	LORILLARD	LIGGETT
VOLUME						
Latest 4 Wks	9,482	4,858	2,190	1,343	879	93
Diff. vs. Pr. 4WM	-361	-252	-29	-41	-33	0
Change v Pr 4WM	-3.7%	-4.9%	-1.3%	-2.9%	-3.7%	-0.5%
Diff. vs. YAG 4WM	-492	-95	-192	-221	20	-22
Change vs. YAG 4WM	-4.9%	-1.9%	-8.1%	-14.1%	2.4%	-19.2%
SHARE						
Latest 4 Wks		51.2%	23.1%	14.2%	9.3%	1.0%
Diff. vs. Pr. 4WM		-0.7%	0.5%	0.1%	0.0%	0.0%
Diff. vs. YAG 4WM		1.6%	-0.8%	-1.5%	0.7%	-0.2%
PREMIUM						
Volume	7,048	4,242	1,370	623	772	25
Change v Pr 4WM	-3.2%	-4.1%	-0.6%	-1.1%	-3.9%	-4.7%
Share of Category	74.3% *	60.2%	19.4%	8.8%	11.0%	0.4%
Diff. vs. Pr. 4WM		-0.6%	0.5%	0.2%	-0.1%	0.0%
Diff. vs. YAG 4WM		1.2%	-1.2%	-0.2%	0.4%	-0.1%
DISCOUNT						
Volume	2,433	616	820	719	106	68
Change v Pr 4WM	-5.1%	-10.3%	-2.5%	-4.5%	-1.7%	1.1%
Share of Category	25.7% *	25.3%	33.7%	29.6%	4.4%	2.8%
Diff. vs. Pr. 4WM		-1.5%	0.9%	0.2%	0.2%	0.2%
Diff. vs. YAG 4WM		1.6%	0.8%	-4.5%	1.3%	-0.4%

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13WM AVERAGE

	INDUSTRY	PHILIP MORRIS	RJ REYNOLDS	B & W	LORILLARD	LIGGETT
VOLUME						
Latest 13 Wk	9,292	4,683	2,177	1,349	856	111
Diff. vs. Pr. 13WM	-128	-83	-21	-14	-9	0
Change vs. Pr. 13WM	-1.4%	-1.7%	-0.9%	-1.0%	-1.1%	0.3%
Diff. vs. YAG 13WM	-697	-263	-211	-217	3	-17
Chnge vs. YAG 13WM	-7.0%	-5.3%	-8.8%	-13.9%	0.3%	-13.1%
SHARE						
Latest 13 Wk		50.4%	23.4%	14.5%	9.2%	1.2%
Diff. vs. Pr. 13WM		-0.2%	0.1%	0.0%	0.0%	0.0%
Diff. vs. YAG 13WM		0.9%	-0.5%	-1.2%	0.7%	-0.1%
PREMIUM						
Volume	6,831	4,038	1,384	610	754	31
Change v Pr 13WM	-1.2%	-1.6%	-0.4%	-0.8%	-1.2%	-0.4%
Share of Category	73.5% *	59.1%	20.3%	8.9%	11.0%	0.5%
Diff. vs. Pr. 13WM	0.1%	-0.2%	0.2%	0.0%	0.0%	0.0%
Diff. vs. YAG 13WM	0.3%	0.7%	-0.7%	-0.4%	0.5%	0.0%
DISCOUNT						
Volume	2,461	646	792	739	102	80
Change v Pr 13WM	-1.7%	-3.0%	-1.8%	-1.2%	0.0%	0.6%
Share of Category	26.5% *	26.2%	32.2%	30.0%	4.1%	3.2%
Diff. vs. Pr. 13WM	-0.1%	-0.3%	0.0%	0.1%	0.1%	0.1%
Diff. vs. YAG 13WM	-0.3%	1.0%	0.4%	-3.1%	1.1%	-0.2%

*Share of Industry

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PRELIMINARY WEEKLY VOLUME AND SHARE
W/E 9/11/98

YEAR TO DATE

	INDUSTRY	PHILIP MORRIS	RJ REYNOLDS	B & W	LORILLARD	LIGGETT
VOLUME						
YTD	324,228	160,995	77,693	48,886	29,246	3,856
1997 Actual	340,092	166,315	81,845	54,487	29,244	4,354
Diff. vs. 1997	-15,863	-5,319	-4,151	-5,601	2	-498
% Change vs. '97	-4.7%	-3.2%	-5.1%	-10.3%	0.0%	-11.4%
SHARE						
YTD		49.7%	24.0%	15.1%	9.0%	1.2%
Diff. vs. 1997		0.8%	-0.1%	-0.9%	0.4%	-0.1%
FORECAST 2RF	320,732	159,197	77,135	48,756	28,597	3,685
Diff. vs. Forecast	3,497	1,798	558	130	649	171
PREMIUM						
Volume	237,095	139,129	48,613	21,761	25,958	1,094
Diff. vs. 1997	-8,947	-3,156	-3,268	-2,155	-122	-115
% Change vs. '97	-3.6%	-2.2%	-6.3%	-9.0%	-0.5%	-9.5%
Share of Category	73.1% *	58.7%	20.5%	9.2%	10.9%	0.5%
Diff. vs. 1997	0.8%	0.9%	-0.6%	-0.5%	0.3%	0.0%
DISCOUNT						
Volume	87,133	21,866	29,080	27,126	3,287	2,761
Diff. vs. 1997	-6,916	-2,164	-884	-3,446	124	-385
% Change vs. '97	-7.4%	-9.0%	-2.9%	-11.3%	3.9%	-12.2%
Share of Category	26.9% *	25.1%	33.4%	31.1%	3.8%	3.2%
Diff. vs. 1997	-0.8%	-0.5%	1.5%	-1.4%	0.4%	-0.2%

*Share of Industry

Note: Company volumes do not sum to Total Industry due to the inclusion of all other manufacturers.
Volume differences, percentages and share figures are calculated on full precision numbers.

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